

2012: The Year of Downtown



Volume VI, 2012

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RENAISSANCE

NEWS UPDATE NEWS UPDATE NEWS UPDATE

Retail Openings, Expansions In The Works For Downtown Area

Approximately 80 businesses/operations opened, expanded, upgraded or were under construction in the urban Las Vegas area during FY 2012, *"The Year of Downtown."* These will be detailed in our annual review, which will be published later this year.

Businesses of all kinds are opening shop as downtown Las Vegas experiences an urban renaissance. These include e-commerce operations, medical facilities, art and entertainment venues and retail establishments. In addition, there were recent announcements regarding big things to come, including the expansion of the **Las Vegas Premium Outlets – North**. Owner **Simon Property Group** is planning to expand their highly successful mall outlet operation in downtown for a second time. The center currently encompasses 539,000 square feet, having undergone one expansion in 2008. The newest expansion will add an extra 150,000 square feet with approximately 35 new stores. **Saks Fifth Avenue OFF 5th** is the first merchant to be announced. A 2015 opening is planned.

A number of smaller, but no less important, venues are opening downtown as well, providing local flare to the area — shops such as **Cowtown Guitars** and **Clay Arts Vegas**.

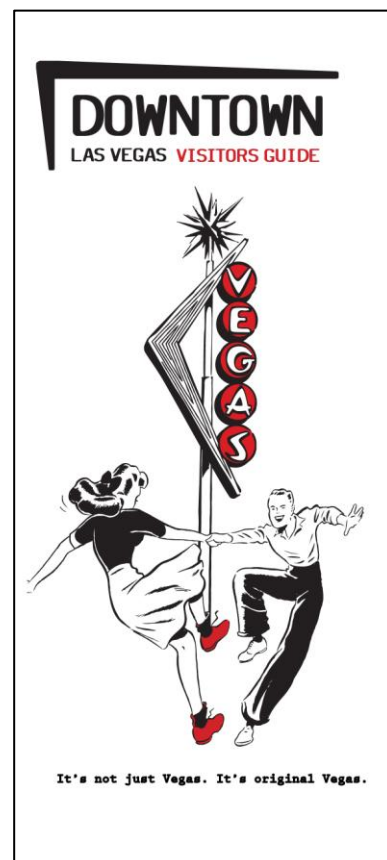
Recently relocated to 1009 Main St. in downtown's **18b**, the **Las Vegas Arts District**, Cowtown Guitars is renowned internationally for its acclaimed vintage guitar collection. The store features hand-crafted, one-of-a-kind guitars as well. The shop also offers a variety of gear, guitar and amp repairs in addition to free appraisals. Cowtown Guitars, operated by husband and wife team **Jesse and Roxie Amoroso**, has gained additional attention through Jesse's regular appearances on the History Channel's hit show ***Pawn Stars***.

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Las Vegas Premium Outlets – North is planning to expand, adding 35 additional stores. (Photo courtesy of LVPO.)

Latest Popular Downtown Visitor Guide Debuts



Now that there are a lot of new things to do in downtown Las Vegas, see it like a visitor!

The newest version of the **free** Downtown Las Vegas Visitors Guide is now available online at <http://bit.ly/MnPImn> and in distribution racks at hotels and attractions throughout the Las Vegas Valley.

The guide features information on downtown entertainment, nightclubs, casinos, restaurants, wedding chapels, bus service, parking and more.

Public Invited to CAPTURE DOWNTOWN!

Professional and amateur photography enthusiasts ages 21 and older are invited to participate in the second annual **CAPTURE DOWNTOWN! 2012 Las Vegas Photo Competition** presented by the city of Las Vegas, the Las Vegas Redevelopment Agency, Newland Real Estate Group, Symphony Park and sponsored by the *Las Vegas Review-Journal*.

CAPTURE DOWNTOWN! invites photographers of all skill levels - amateurs and professionals - to capture a variety of images that depict life in downtown Las Vegas. The theme of the 2012 competition is **Vintage & Modern**, celebrating both the rich history and the current revitalization of downtown Las Vegas. Entry categories are Vintage Places, Modern Places and Modern People.

A jury consisting of photographers and photography experts from throughout Southern Nevada will judge the entries, selecting first, second and third place winners in each category. Winners will be announced in October during the Symphony Park Lecture at the Historic Fifth Street School. Winning photographs will be featured in the *Las Vegas Review-Journal's* special downtown section in October, on a variety of downtown-related websites and will be displayed in a number of bars, restaurants and businesses throughout the downtown area this fall.

A People's Choice award will also be given. The entry photos will be hosted on the **lvvj.com** site from September 17 through September 30 for online voting.

Prizes for first place include a variety of downtown fun packages that feature complimentary drinks and meals from downtown bars and restaurants, gift certificates from downtown retailers and hotels, downtown merchandise and more. Second and third place winners will be awarded certificates of recognition.

To enter and for more information, visit **lvdowntown.com**. The entry deadline is August 16.



The city of Las Vegas is installing creative metal works to beautify area street medians, while reducing maintenance costs. Most of the pieces - including flowering desert flora, cacti and scorpions - were designed and fabricated by Street and Sanitation staff in the city's Department of Operations and Maintenance. Coyotes and rabbits were purchased from a Las Vegas company called International Laser Cutting.

Retail Expansions, Openings (continued...)

Also new to the Arts District is **Clay Arts Vegas**, a pottery studio and gallery at 1511 S. Main St. The studio offers ceramic art classes for all experience levels, from beginners to advanced students. The **Victor F. Keen Gallery** exhibits works from local ceramic artists and offers juried exhibitions. For more information, visit the website **clayartsvegas.com**.

While not in the downtown area, but within the city of Las Vegas, operators announced more retail expansion at **Tivoli Village** as well. Owners of Tivoli Village, the Italian-style shopping complex near the intersection of Charleston and Rampart boulevards, announced their second phase will feature approximately 160,000 square feet of retail and about 20 - 25 new retailers. The expansion will also include an additional 60,000 square feet for office space, expected to serve about nine tenants. Operators anticipate these expansions will open in time for the 2013 holiday season.

Nevada ranks among the top 10 states in the country for business startups, according to CNN.

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